

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581711-1	10/14/12	October 2012	10/01/12 - 10/12/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2844

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
10/09/12 - 10/12/12	581711	09837670

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/09/12	10/12/12	530-6p	530-6p	-TWTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 5:54 PM 530-6p 530-6p :30 TVGENTA1203 \$400.00 NM 2 4 W 10/10/12 5:54 PM 530-6p 530-6p :30 TVGENTA1205 \$400.00 NM 4 4 Th 10/11/12 5:51 PM 530-6p 530-6p :30 TVGENTA1205 \$400.00 NM 3 4 F 10/12/12 5:51 PM 530-6p 530-6p :30 TVGENTA1205 \$400.00 NM									
3	10/09/12	10/12/12	M-F 6-630p	6-630p	-TWTF--	:30	4	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -TWTF-- 4 \$540.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 4 Tu 10/09/12 6:14 PM M-F 6-630p 6-630p :30 TVGENTA1203 \$540.00 NM 1 4 W 10/10/12 6:15 PM M-F 6-630p 6-630p :30 TVGENTA1205 \$540.00 NM 2 4 Th 10/11/12 6:28 PM M-F 6-630p 6-630p :30 TVGENTA1205 \$540.00 NM 3 4 F 10/12/12 6:28 PM M-F 6-630p 6-630p :30 TVGENTA1205 \$540.00 NM									
4	10/11/12	10/12/12	M-F 12-1p	12-1p	---TF--	:30	5	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---TF-- 5 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 4 Th 10/11/12 12:11 PM M-F 12-1p 12-1p :30 TVGENTA1205 \$200.00 NM 1 4 Th 10/11/12 12:29 PM M-F 12-1p 12-1p :30 TVGENTA1205 \$200.00 NM 2 4 Th 10/11/12 12:59 PM M-F 12-1p 12-1p :30 TVGENTA1205 \$200.00 NM 4 4 F 10/12/12 12:21 PM M-F 12-1p 12-1p :30 TVGENTA1205 \$200.00 NM 3 4 F 10/12/12 12:59 PM M-F 12-1p 12-1p :30 TVGENTA1205 \$200.00 NM									

**Total Spots** 13 **Gross Total** \$4,760.00

## Payment Terms 30 Days

We warrant that the actual broadcast information shown on this invoice was taken from the program log. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales contract with this station, whether verbal or written.

## INVOICE



Send Payment To:

WDAF  
3600 Solutions Center  
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
581711-1	10/14/12	October 2012	10/01/12 - 10/12/12

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2844

Agency Commission \$714.00

Net Amount Due \$4,046.00

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
582461-1	10/28/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2888

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Flight Dates	Order #	Alt Order #
10/11/12 - 10/16/12	582461	09839181

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																		
2	10/15/12	10/16/12	7-8a	7-8a	MT-----	:30	2	\$525.00	NM																																																		
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**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
582461-1	10/28/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2888	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/15/12	10/16/12	7-8a	7-8a	MT-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12    10/21/12    MT-----                      2                \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4     M    10/15/12    7:59 AM 7-8a                      7-8a                      :30 TVGENTA12CC                      \$375.00   NM									
1 4     Tu   10/16/12    7:40 AM 7-8a                      7-8a                      :30 TVGENTA12CC                      \$375.00   NM									
7	10/14/12	10/14/12	7-8a	7-8a	-----S	:30	2	\$200.00	NM
added per john									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12    10/14/12    -----S                      2                \$200.00									
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2 4     Su    10/14/12    7:25 AM 7-8a                      7-8a                      :30 TVGENTA1205                      \$200.00   NM									
1 4     Su    10/14/12    7:54 AM 7-8a                      7-8a                      :30 TVGENTA1205                      \$200.00   NM									
<u>Total Spots</u>							<b>12</b>	<u>Gross Total</u>	<b>\$4,880.00</b>

**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$732.00</b>
<u>Net Amount Due</u>	<b>\$4,148.00</b>

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583087-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2906

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Flight Dates	Order #	Alt Order #
10/17/12 - 10/22/12	583087	09842330

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

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2 4	F	10/19/12	5:07 PM	5-530p	5-530p	:30	TVGENTA12CC	\$400.00	NM																																																		
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## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583087-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2906	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/17/12	10/19/12	M-F 6-630p	6-630p	---TF--	:30	2	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$540.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 6:23 PM M-F 6-630p 6-630p :30 TVGENTA12CC \$540.00 NM 2 4 F 10/19/12 6:22 PM M-F 6-630p 6-630p :30 TVGENTA12CC \$540.00 NM									
8	10/17/12	10/19/12	9-930p	9-930p	---TF--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 3 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 9-930p 9-930p :00 \$800.00 NM Credited 2 4 Th 10/18/12 9-930p 9-930p :00 \$800.00 NM Credited 3 4 F 10/19/12 9-930p 9-930p :00 \$800.00 NM Credited									
9	10/22/12	10/22/12	9-930p	9-930p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 9-930p 9-930p :00 \$800.00 NM Credited									
10	10/22/12	10/22/12	M-F 630-7p	630-7p	M-----	:30	1	\$1,000.00	NM
LINE10 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 M-F 630-7p 630-7p :00 \$1,000.00 NM Credited									
11	10/18/12	10/19/12	M-F 6-7a	6-7a	---TF--	:30	1	\$400.00	NM
LINE 11 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/19/12 6:06 AM M-F 6-7a 6-7a :30 TVGENTA12CC \$400.00 NM									
12	10/20/12	10/20/12	Sa 10-1030p	10-1030p	-----S-	:30	1	\$800.00	NM
In 13 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 10/20/12 10:22 PM Sa 10-1030p 10-1030p :30 TVGENTA12CC \$800.00 NM									
13	10/20/12	10/20/12	College Home Team	Various	-----S-	:30	1	\$1,000.00	NM
In 12 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 10/20/12 7:30 PM College Home Team Various :30 TVGENTA12CC \$1,000.00 NM									

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583087-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN	2906

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/21/12	10/21/12	Su 10-1030p	10-1030p	-----S	:30	1	\$800.00	NM
In 14									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	10/21/12	10:45 PM	Su 10-1030p	10-1030p	:30	TVGENTA12CC	\$800.00	NM
*									
15	10/22/12	10/22/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$600.00	NM
In 15									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12		M-F 1030-1102p	1030-1102p	:00		\$600.00	NM
Credited									

Total Spots 14 Gross Total \$7,180.00

**Payment Terms 30 Days**

Agency Commission \$1,077.00

Net Amount Due \$6,103.00

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585173-1	10/28/12	October 2012	10/01/12 - 10/24/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US-SEN TODD AKIN	2956

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Flight Dates	Order #	Alt Order #
10/23/12 - 10/24/12	585173	09849385

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
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**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

<u>Invoice #</u> 585173-1	<u>Invoice Date</u> 10/28/12	<u>Invoice Month</u> October 2012	<u>Invoice Period</u> 10/01/12 - 10/24/12
<u>Advertiser</u> Akin/R/MO/US Senate	<u>Product</u> MO-US-SEN TODD AKIN	<u>Estimate Number</u> 2956	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/24/12	10/24/12	World Series on FOX	6p-CC	--W----	:30	1	\$2,300.00	NM
In 5 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$2,300.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 6:57 PM World Series on FOX 6p-CC :30 TVGENTA12CC \$2,300.00 NM									
6	10/24/12	10/24/12	M-F 430-5a News	430-5a	--W----	:30	1	\$100.00	NM
In 6 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$100.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 4:44 AM M-F 430-5a News 430-5a :30 TVGENTA12CC \$100.00 NM									

Total Spots 8 Gross Total \$5,030.00

**Payment Terms 30 Days**

Agency Commission \$754.50

Net Amount Due \$4,275.50

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587731-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate		3199

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
11/03/12 - 11/06/12	587731	#9854408

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																												
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1 4	M	11/05/12	6:23 PM	M-F 6-630p	6-630p	:30	TVGENAKIN12SO	\$900.00	NM																																																												

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587731-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate		3199	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 9:23 PM 9-930p 9-930p :30 TVGENAKIN12SS \$1,200.00 NM									
7	11/05/12	11/05/12	930-10p	930-10p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 9:41 PM 930-10p 930-10p :30 TVGENAKIN12SO \$1,200.00 NM									
8	11/05/12	11/05/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 10:13 PM M-F 10-1030p 10-1030p :30 TVGENAKIN12SO \$1,200.00 NM									
9	11/04/12	11/04/12	NFL on FOX 12p	12p-CC	-----S	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 1:41 PM NFL on FOX 12p 12p-CC :30 TVGENAKIN12SS \$3,000.00 NM									
10	11/03/12	11/03/12	College Football Early	2p-cc	-----S-	:30	2	\$810.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 2 \$810.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Sa 11/03/12 3:36 PM College Football Early 2p-cc :30 TVGENAKIN12SS \$810.00 NM 1 4 Sa 11/03/12 4:41 PM College Football Early 2p-cc :30 TVGENAKIN12SO \$810.00 NM									
11	11/04/12	11/04/12	Simpsons/Cleveland	6p-7p	-----S	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 6:48 PM Simpsons/Cleveland 6p-7p :30 TVGENAKIN12SO \$1,200.00 NM									
12	11/05/12	11/05/12	M-F 1132p-1202a	M-F 1132p-1202a	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 11:45 PM M-F 1132p-1202a M-F 1132p-1202a :30 TVGENAKIN12SO \$250.00 NM									
13	11/03/12	11/03/12	College Football Late	6p-cc	-----S-	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 11/03/12 7:58 PM College Football Late 6p-cc :30 TVGENAKIN12SO \$2,000.00 NM									

**Total Spots 17 Gross Total \$16,170.00**

**INVOICE**

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**WDAF**  
 3600 Solutions Center  
 Chicago, IL 60677-3006

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
587731-1	11/11/12	November 2012	10/29/12 - 11/06/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Akin/R/MO/US Senate		3199

**Payment Terms 30 Days**

Agency Commission **\$2,425.50**

Net Amount Due **\$13,744.50**

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586587-1	11/11/12	November 2012	10/29/12 - 10/30/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN-	3082

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
10/26/12 - 10/30/12	586587	09852382

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	10/30/12	M-F 5-530a	5-530a	MT-----	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   MT-----                            2            \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4    M   10/29/12    5:23 AM M-F 5-530a                            5-530a                            :30 TVGENAKIN12SO                            \$300.00 NM									
2 4    Tu   10/30/12    5:07 AM M-F 5-530a                            5-530a                            :30 TVGENAKIN12SO                            \$300.00 NM									
2	10/29/12	10/30/12	M-F 530-6a	530-6a	MT-----	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   MT-----                            2            \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4    M   10/29/12    5:44 AM M-F 530-6a                            530-6a                            :30 TVGENTA12JP                            \$300.00 NM									
1 4    Tu   10/30/12    5:44 AM M-F 530-6a                            530-6a                            :30 TVGENAKIN12SO                            \$300.00 NM									
3	10/29/12	10/30/12	M-F 6-7a	6-7a	MT-----	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   MT-----                            3            \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
3 4    M   10/29/12    6:06 AM M-F 6-7a                            6-7a                            :30 TVGENAKIN12SO                            \$600.00 NM									
1 4    M   10/29/12    6:23 AM M-F 6-7a                            6-7a                            :30 TVGENAKIN12SO                            \$600.00 NM									
2 4    Tu   10/30/12    6:10 AM M-F 6-7a                            6-7a                            :30 TVGENAKIN12SO                            \$600.00 NM									
4	10/29/12	10/30/12	7-8a	7-8a	MT-----	:30	3	\$525.00	NM
prebooked									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12   11/04/12   MT-----                            3            \$525.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
3 4    M   10/29/12    7:23 AM 7-8a                            7-8a                            :30 TVGENTA12JP                            \$525.00 NM									
4 4    Tu   10/30/12    7:27 AM 7-8a                            7-8a                            :30 TVGENTA12JP                            \$525.00 NM									
2 4    Tu   10/30/12    7:55 AM 7-8a                            7-8a                            :30 TVGENAKIN12SO                            \$525.00 NM									

## INVOICE



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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586587-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN-	3082	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/12	10/30/12	8-9a	8-9a	MT-----	:30	3	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MT----- 3 \$525.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	4	M	10/29/12	8:12 AM	8-9a	8-9a	:30	TVGENAKIN12SO	\$525.00 NM
1	4	M	10/29/12	8:42 AM	8-9a	8-9a	:30	TVGENAKIN12SO	\$525.00 NM
2	4	Tu	10/30/12	8:42 AM	8-9a	8-9a	:30	TVGENAKIN12SO	\$525.00 NM
6	10/29/12	10/30/12	M-F 9-10a	9-10a	MT-----	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MT----- 2 \$300.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	4	M	10/29/12	9:54 AM	M-F 9-10a	9-10a	:30	TVGENAKIN12SO	\$300.00 NM
1	4	Tu	10/30/12	9:16 AM	M-F 9-10a	9-10a	:30	TVGENAKIN12SO	\$300.00 NM
12	10/29/12	10/30/12	M-F 12-1p	12-1p	MT-----	:30	3	\$300.00	NM
LN 12									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MT----- 3 \$300.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	4	M	10/29/12	12:14 PM	M-F 12-1p	12-1p	:30	TVGENAKIN12SO	\$300.00 NM
1	4	M	10/29/12	12:46 PM	M-F 12-1p	12-1p	:30	TVGENAKIN12SO	\$300.00 NM
2	4	Tu	10/30/12	12:23 PM	M-F 12-1p	12-1p	:30	TVGENTA12JP	\$300.00 NM
13	10/29/12	10/30/12	530-6P	530-6P	MT-----	:30	2	\$600.00	NM
LN 13									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MT----- 2 \$600.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	4	M	10/29/12	5:45 PM	530-6P	530-6P	:30	TVGENTA12JP	\$600.00 NM
1	4	Tu	10/30/12	5:53 PM	530-6P	530-6P	:30	TVGENAKIN12SO	\$600.00 NM
14	10/29/12	10/30/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$540.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	4	M	10/29/12	6:14 PM	M-F 6-630p	6-630p	:30	TVGENAKIN12SO	\$540.00 NM
19	10/29/12	10/30/12	M-F 630-7p	630-7p	-T-----	:30	1	\$1,000.00	NM
LN 19									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$1,000.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	4	Tu	10/30/12	6:42 PM	M-F 630-7p	630-7p	:30	TVGENAKIN12SO	\$1,000.00 NM
20	10/29/12	10/30/12	9-930P	9-930P	-T-----	:30	1	\$1,200.00	NM
LN 20									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$1,200.00									
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	4	Tu	10/30/12	9:22 PM	9-930P	9-930P	:30	TVGENAKIN12SO	\$1,200.00 NM

## INVOICE



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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586587-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN-	3082	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/29/12	10/30/12	930-10P	930-10P	-T-----	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:44 PM	930-10P	930-10P	:30	TVGENAKIN12SO	\$1,200.00	NM
24	10/29/12	10/30/12	M-F 10-1030p	10-1030p	MT-----	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	10:25 PM	M-F 10-1030p	10-1030p	:30	TVGENAKIN12SO	\$1,200.00	NM
25	10/29/12	10/30/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$1,200.00	NM
In 25									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	10:06 PM	M-F 10-1030p	10-1030p	:30	TVGENAKIN12SO	\$1,200.00	NM
26	10/29/12	10/30/12	5-530p	5-530p	MT-----	:30	2	\$600.00	NM
In 27									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	2	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	5:15 PM	5-530p	5-530p	:30	TVGENAKIN12SO	\$600.00	NM
2 4	Tu	10/30/12	5:24 PM	5-530p	5-530p	:30	TVGENAKIN12SO	\$600.00	NM
27	10/29/12	10/30/12	7-8a	7-8a	MT-----	:30	1	\$525.00	NM
In 28									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$525.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	7:58 AM	7-8a	7-8a	:30	TVGENAKIN12SO	\$525.00	NM
28	10/29/12	10/30/12	8-9a	8-9a	MT-----	:30	1	\$525.00	NM
In 32									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$525.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	8:10 AM	8-9a	8-9a	:30	TVGENAKIN12SO	\$525.00	NM
29	10/29/12	10/30/12	M-F 6-7a	6-7a	M-----	:30	1	\$600.00	NM
In 29									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	6:58 AM	M-F 6-7a	6-7a	:30	TVGENAKIN12SO	\$600.00	NM
30	10/30/12	10/30/12	M-F 6-630p	6-630p	-T-----	:30	1	\$900.00	NM
In 30									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$900.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	5:09 PM	M-F 6-630p	6-630p	:30	TVGENAKIN12SO	\$900.00	NM

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586587-1	11/11/12	November 2012	10/29/12 - 10/30/12

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate	MO-US SEN-TODD AKIN-	3082

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	10/29/12	10/30/12	M-F 9-10a	9-10a	M-----	:30	2	\$300.00	NM
In 31									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	2	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	10/29/12	9:10 AM	M-F 9-10a	9-10a	:30	TVGENAKIN12SO	\$300.00	NM
1 4	M	10/29/12	9:33 AM	M-F 9-10a	9-10a	:30	TVGENTA12JP	\$300.00	NM
32	10/30/12	10/30/12	FOX Prime Tuesday 8-9p	8p-9p	-T-----	:30	1	\$2,000.00	NM
In 32									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$2,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	8:50 PM	FOX Prime Tuesday 8-9p	8p-9p	:30	TVGENTA12JP	\$2,000.00	NM

Total Spots                      **35**                      Gross Total                      **\$21,540.00**

**Payment Terms 30 Days**

Agency Commission                      **\$3,231.00**

Net Amount Due                      **\$18,309.00**



## INVOICE



WDAF  
3030 Summit St.  
Signal Hill  
Kansas City, MO 64108  
Main: (816)753-4567  
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
587753-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Billing Address:

Strategic Media Placement  
Attention: Accounts Payable  
7669 Staggers Loop  
Delaware, OH 43015

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate		3198

Flight Dates	Order #	Alt Order #
11/03/12 - 11/06/12	587753	9854405

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

WDAF  
3600 Solutions Center  
Chicago, IL 60677-3006

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/05/12	11/06/12	8-9a	8-9a	MT-----	:30	4	\$525.00	NM
In 1									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$525.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	8:09 AM	8-9a	8-9a	:30	TVGENTA12JP	\$525.00	NM
3 4	M	11/05/12	8:43 AM	8-9a	8-9a	:30	TVGENTA12JP	\$525.00	NM
1 4	Tu	11/06/12	8:24 AM	8-9a	8-9a	:30	TVGENTA12JP	\$525.00	NM
4 4	Tu	11/06/12	8:59 AM	8-9a	8-9a	:30	TVGENTA12JP	\$525.00	NM
2	11/05/12	11/06/12	M-F 9-10a	9-10a	MT-----	:30	4	\$300.00	NM
In 2									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	9:33 AM	M-F 9-10a	9-10a	:30	TVGENTA12JP	\$300.00	NM
4 4	M	11/05/12	9:59 AM	M-F 9-10a	9-10a	:30	TVGENTA12JP	\$300.00	NM
2 4	Tu	11/06/12	9:27 AM	M-F 9-10a	9-10a	:30	TVGENTA12JP	\$300.00	NM
3 4	Tu	11/06/12	9:45 AM	M-F 9-10a	9-10a	:30	TVGENTA12JP	\$300.00	NM
3	11/05/12	11/06/12	M-F 10-11a	10-11a	MT-----	:30	4	\$250.00	NM
In 3									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	10:32 AM	M-F 10-11a	10-11a	:30	TVGENTA12JP	\$250.00	NM
3 4	M	11/05/12	10:44 AM	M-F 10-11a	10-11a	:30	TVGENTA12JP	\$250.00	NM
2 4	Tu	11/06/12	10:25 AM	M-F 10-11a	10-11a	:30	TVGENTA12JP	\$250.00	NM
4 4	Tu	11/06/12	10:37 AM	M-F 10-11a	10-11a	:30	TVGENTA12JP	\$250.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587753-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Akin/R/MO/US Senate			3198

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	11/05/12	11/06/12	M-F 11a-12p	11a-12p	MT-----	:30	4	\$200.00	NM
In 4									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 4	M	11/05/12	11:10 AM	M-F 11a-12p	11a-12p	:30	TVGENTA12JP	\$200.00	NM
1 4	M	11/05/12	11:52 AM	M-F 11a-12p	11a-12p	:30	TVGENTA12JP	\$200.00	NM
4 4	Tu	11/06/12	11:17 AM	M-F 11a-12p	11a-12p	:30	TVGENTA12JP	\$200.00	NM
2 4	Tu	11/06/12	11:46 AM	M-F 11a-12p	11a-12p	:30	TVGENTA12JP	\$200.00	NM
5	11/05/12	11/06/12	M-F 12-1p	12-1p	MT-----	:30	4	\$500.00	NM
In 5									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 4	M	11/05/12	12:25 PM	M-F 12-1p	12-1p	:30	TVGENTA12JP	\$500.00	NM
1 4	M	11/05/12	12:52 PM	M-F 12-1p	12-1p	:30	TVGENTA12JP	\$500.00	NM
2 4	Tu	11/06/12	12:23 PM	M-F 12-1p	12-1p	:30	TVGENTA12JP	\$500.00	NM
4 4	Tu	11/06/12	12:54 PM	M-F 12-1p	12-1p	:30	TVGENTA12JP	\$500.00	NM
6	11/05/12	11/06/12	M-F 3-4p	3-4p	M-----	:30	1	\$150.00	NM
In 6									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	Tu	11/06/12	3:09 PM	M-F 3-4p	3-4p	:30	TVGENTA12JP	\$150.00	NM
7	11/05/12	11/05/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	1	\$2,100.00	NM
In 7									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$2,100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	7:19 PM	FOX Prime Monday 7-8p	7p-8p	:30	TVGENTA12JP	\$2,100.00	NM
8	11/05/12	11/05/12	FOX Prime Monday 8-9p	8p-9p	M-----	:30	1	\$1,800.00	NM
In 8									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	8:43 PM	FOX Prime Monday 8-9p	8p-9p	:30	TVGENTA12JP	\$1,800.00	NM
9	11/03/12	11/03/12	College Football Early	2p-cc	-----S-	:30	1	\$810.00	NM
In 9									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$810.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	1:59 PM	College Football Early	2p-cc	:30	TVGENTA12JP	\$810.00	NM
10	11/03/12	11/03/12	College Football Late	6p-cc	-----S-	:30	1	\$2,000.00	NM
In 10									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$2,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	5:57 PM	College Football Late	6p-cc	:30	TVGENTA12JP	\$2,000.00	NM

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587753-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate		3198

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	11/03/12	11/03/12	Sa 12a-1230a	12a-1230a	-----S-	:30	1	\$75.00	NM
In 11									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$75.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	12:30 AM	Sa 12a-1230a	12a-1230a	:30	TVGENTA12JP	\$75.00	NM

Total Spots                      **26**                      Gross Total                      **\$14,035.00**

**Payment Terms 30 Days**

Agency Commission                      **\$2,105.25**

Net Amount Due                      **\$11,929.75**

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Akin/R/MO/US Senate		3181

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
11/01/12 - 11/06/12	587405	9853918

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/02/12	11/02/12	M-F 5-530a	5-530a	----F--	:30	1	\$300.00	NM
	In 2								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	F	11/02/12	5:23 AM	M-F 5-530a	5-530a	:30	TVGENAKIN12SO	\$300.00	NM
2	11/05/12	11/06/12	M-F 5-530a	5-530a	MT-----	:30	3	\$300.00	NM
	In 3 & 4								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	3	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	5:07 AM	M-F 5-530a	5-530a	:30	TVGENAKIN12SO	\$300.00	NM
3 4	M	11/05/12	5:23 AM	M-F 5-530a	5-530a	:30	TVGENAKIN12SO	\$300.00	NM
2 4	Tu	11/06/12	5:13 AM	M-F 5-530a	5-530a	:30	TVGENAKIN12SO	\$300.00	NM
3	11/01/12	11/02/12	M-F 530-6a	530-6a	----F--	:30	1	\$300.00	NM
	In 6								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	F	11/02/12	5:53 AM	M-F 530-6a	530-6a	:30	TVGENTA12JP	\$300.00	NM
4	11/05/12	11/06/12	M-F 530-6a	530-6a	MT-----	:30	3	\$300.00	NM
	In 7 & 8								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	3	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 4	M	11/05/12	5:45 AM	M-F 530-6a	530-6a	:30	TVGENAKIN12SO	\$300.00	NM
2 4	M	11/05/12	5:58 AM	M-F 530-6a	530-6a	:30	TVGENAKIN12SO	\$300.00	NM
1 4	Tu	11/06/12	5:58 AM	M-F 530-6a	530-6a	:30	TVGENTA12JP	\$300.00	NM
5	11/01/12	11/02/12	M-F 6-7a	6-7a	----F--	:30	1	\$600.00	NM
	In 10								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	F	11/02/12	6:09 AM	M-F 6-7a	6-7a	:30	TVGENAKIN12SO	\$600.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Akin/R/MO/US Senate			3181

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/06/12	M-F 6-7a	6-7a	MT-----	:30	3	\$600.00	NM
In 11 & 12									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 3 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 11/05/12 6:14 AM M-F 6-7a 6-7a :30 TVGENTA12JP \$600.00 NM									
3 4 M 11/05/12 6:37 AM M-F 6-7a 6-7a :30 TVGENAKIN12SO \$600.00 NM									
2 4 Tu 11/06/12 6:43 AM M-F 6-7a 6-7a :30 TVGENAKIN12SO \$600.00 NM									
7	11/01/12	11/02/12	7-8a	7-8a	----F--	:30	1	\$375.00	NM
In 14									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 F 11/02/12 7:16 AM 7-8a 7-8a :30 TVGENAKIN12SO \$375.00 NM									
8	11/05/12	11/06/12	7-8a	7-8a	MT-----	:30	3	\$375.00	NM
In 15 & 16									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 3 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 M 11/05/12 7:14 AM 7-8a 7-8a :30 TVGENAKIN12SO \$375.00 NM									
3 4 M 11/05/12 7:40 AM 7-8a 7-8a :30 TVGENAKIN12SO \$375.00 NM									
1 4 Tu 11/06/12 7:10 AM 7-8a 7-8a :30 TVGENAKIN12SO \$375.00 NM									
9	11/01/12	11/02/12	8-9a	8-9a	----F--	:30	1	\$375.00	NM
In 18									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 F 11/02/12 8:59 AM 8-9a 8-9a :30 TVGENAKIN12SO \$375.00 NM									
10	11/05/12	11/06/12	8-9a	8-9a	MT-----	:30	3	\$375.00	NM
In 19 & 20									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 3 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
3 4 M 11/05/12 8:27 AM 8-9a 8-9a :30 TVGENAKIN12SO \$375.00 NM									
2 4 M 11/05/12 8:59 AM 8-9a 8-9a :30 TVGENTA12JP \$375.00 NM									
1 4 Tu 11/06/12 8:38 AM 8-9a 8-9a :30 TVGENAKIN12SO \$375.00 NM									
11	11/01/12	11/02/12	M-F 9-10a	9-10a	----F--	:30	1	\$200.00	NM
In 22									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 F 11/02/12 9:30 AM M-F 9-10a 9-10a :30 TVGENTA12JP \$200.00 NM									
12	11/05/12	11/06/12	M-F 9-10a	9-10a	MT-----	:30	3	\$200.00	NM
In 23 & 24									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 3 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 M 11/05/12 9:15 AM M-F 9-10a 9-10a :30 TVGENAKIN12SO \$200.00 NM									
3 4 M 11/05/12 9:47 AM M-F 9-10a 9-10a :30 TVGENAKIN12SO \$200.00 NM									
1 4 Tu 11/06/12 9:12 AM M-F 9-10a 9-10a :30 TVGENAKIN12SO \$200.00 NM									

## INVOICE



Send Payment To:  
**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate		3181	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	11/03/12	11/03/12	7-8a	7-8a	-----S-	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 2 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 11/03/12 7:09 AM 7-8a 7-8a :30 TVGENAKIN12SO \$300.00 NM 2 4 Sa 11/03/12 7:45 AM 7-8a 7-8a :30 TVGENAKIN12SO \$300.00 NM									
14	11/03/12	11/03/12	8-9a	8-9a	-----S-	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 2 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 Sa 11/03/12 8:30 AM 8-9a 8-9a :30 TVGENTA12JP \$300.00 NM 1 4 Sa 11/03/12 8:54 AM 8-9a 8-9a :30 TVGENAKIN12SO \$300.00 NM									
15	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 7:37 AM Su 7-9a Su 7-9a :30 TVGENAKIN12SO \$200.00 NM									
16	11/04/12	11/04/12	8-9a	8-9a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 8:15 AM 8-9a 8-9a :30 TVGENAKIN12SO \$200.00 NM									
17	11/04/12	11/04/12	FOX News Sunday	9a-10a	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 9:45 AM FOX News Sunday 9a-10a :30 TVGENTA12JP \$300.00 NM									
18	11/02/12	11/02/12	M-F 12-1p	12-1p	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 12:40 PM M-F 12-1p 12-1p :30 TVGENAKIN12SO \$200.00 NM									
19	11/05/12	11/05/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 12:08 PM M-F 12-1p 12-1p :30 TVGENAKIN12SO \$200.00 NM									
20	11/01/12	11/02/12	530-6p	530-6p	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 F 11/02/12 5:40 PM 530-6p 530-6p :30 TVGENAKIN12SO \$400.00 NM									

## INVOICE

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate		3181	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	11/05/12	11/05/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 5:45 PM 530-6p 530-6p :30 TVGENAKIN12SO \$400.00 NM									
22	11/02/12	11/02/12	M-F 6-630p	6-630p	----F--	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$540.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 6:21 PM M-F 6-630p 6-630p :30 TVGENAKIN12SO \$540.00 NM									
23	11/04/12	11/04/12	530-6p	530-6p	-----S	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 5:53 PM 530-6p 530-6p :30 TVGENAKIN12SO \$375.00 NM									
24	11/02/12	11/02/12	M-F 630-7p	630-7p	----F--	:30	1	\$1,000.00	NM
In 45 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 6:43 PM M-F 630-7p 630-7p :30 TVGENAKIN12SO \$1,000.00 NM									
25	11/05/12	11/05/12	M-F 630-7p	630-7p	M-----	:30	1	\$1,000.00	NM
In 46 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 M-F 630-7p 630-7p :00 \$1,000.00 NM Credited									
26	11/01/12	11/02/12	9-930p	9-930p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 F 11/02/12 9:22 PM 9-930p 9-930p :30 TVGENTA12JP \$800.00 NM									
27	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 9:14 PM 9-930p 9-930p :30 TVGENTA12JP \$800.00 NM									
28	11/01/12	11/02/12	930-10p	930-10p	----F--	:30	1	\$800.00	NM
In 51 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 F 11/02/12 9:39 PM 930-10p 930-10p :30 TVGENAKIN12SO \$800.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Akin/R/MO/US Senate		3181	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
29	11/05/12	11/05/12	930-10p	930-10p	M-----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 2 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 9:43 PM 930-10p 930-10p :30 TVGENAKIN12SO \$800.00 NM 2 4 M 11/05/12 9:56 PM 930-10p 930-10p :30 TVGENAKIN12SO \$800.00 NM									
30	11/04/12	11/04/12	9-930p	9-930p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 9:30 PM 9-930p 9-930p :30 TVGENAKIN12SO \$800.00 NM									
31	11/04/12	11/04/12	930-10p	930-10p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 9:54 PM 930-10p 930-10p :30 TVGENAKIN12SO \$800.00 NM									
32	11/03/12	11/03/12	Sa 10-1030p	10-1030p	-----S-	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 11/03/12 10:13 PM Sa 10-1030p 10-1030p :30 TVGENAKIN12SO \$800.00 NM									
33	11/02/12	11/02/12	M-F 10-1030p	10-1030p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 F 11/02/12 10:09 PM M-F 10-1030p 10-1030p :30 TVGENAKIN12SO \$800.00 NM									
34	11/04/12	11/04/12	Su 10-1030p	10-1030p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 10:29 PM Su 10-1030p 10-1030p :30 TVGENAKIN12SO \$800.00 NM									
35	11/05/12	11/05/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 10:29 PM M-F 10-1030p 10-1030p :30 TVGENAKIN12SO \$800.00 NM									
36	11/04/12	11/04/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,000.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 10:58 PM Su 1030-1102p 1030-1102p :30 TVGENTA12JP \$1,000.00 NM									

Total Spots 50 Gross Total \$23,415.00



**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
587405-1	11/11/12	November 2012	10/29/12 - 11/06/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Akin/R/MO/US Senate		3181

**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$3,512.25</b>
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<u>Net Amount Due</u>	<b>\$19,902.75</b>
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